

COTTON STAMPS

CONSUMERS' GUIDE

APRIL 1, 1940



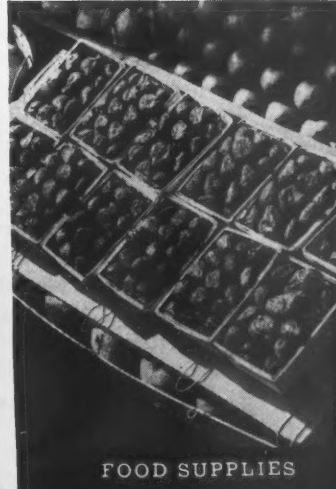
UNDER-CONSUMPTION



WHEY PRODUCTS



DRUG WARNINGS



FOOD SUPPLIES

CONSUMERS' GUIDE

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MARY TAYLOR, Editor

STANDARD MAKING for consumers
under the provisions of the Food, Drug, and
Cosmetic Act of 1938 has stepped up to fac-
tory speeds, recent reports from the Food and
Drug Administration reveal.

The output in recent months, for example,
included one order which defined standards
of identity for 40 different canned vegetables,
ranging across the vegetable spectroscopie
from artichokes and asparagus to truffles,
turnip greens, and turnips. In between are
old familiars like lima beans, green beans,
and mushrooms.

Kohlrabi failed to get a standard set for it,
since it was found that it is not canned com-
mercially.

No standards of identity were set either
for canned mixed vegetables, for it was
learned vegetables for canning are not mixed
in any fixed proportion, hence there were no
trade practices or consumer expectations to
guide the Department of Agriculture in
reaching a definition. Cans of mixed vege-
tables, therefore, under the law, will have to
bear labels which list all the vegetables they
contain.

A second order set standards of identity
and of fill, and a standard of quality for
canned peas, while another set similar stand-
ards for canned apricots, cherries, and pears.

Notable features of the pea standards in-
clude the requirement that they be labeled
to tell consumers when they are excessively
discolored, artificially colored, when they
contain excessive foreign material, when they
are excessively broken, or cracked, when they
aren't tender, and when they are too mealy.
Canned peas that aren't filled up to within
 $\frac{3}{16}$ of an inch of their tops must warn
consumers of this fact on their labels, while
glass containers must bear warnings if their

contents don't reach within a half inch of
the container top.

Cans of pears, apricots, and cherries are
required under the standards of fill promul-
gated for these fruits to be filled as full as
possible without injury to the products. If
they aren't filled to the limit their labels
must say, "Below Standard in Fill."

Labels must tell when canned apricots are
not tender, when halves or quarters are ex-
cessively small, when they are mixed in size,
blemished, unevenly trimmed, or partly
crushed or broken.

Similarly canned cherries which are imper-
fectly pitted, or which are too small, or which
come in mixed sizes, or which are thin-
fleshed or blemished, must indicate such
defects on their labels.

Canned pears, likewise, must bear label
warnings if they are inferior in any of 7
different ways.

All 3, apricots, pears, and cherries, may
come packed in water, their own juice, or
in one of 4 different strengths (or weights,
or sweetnesses) of syrup; light, medium,
heavy, or extra heavy. However, the label
must tell consumers which packing medium
is used.

Finally these 3 canned fruits may be sea-
soned with vinegar or spices, or both, but
whatever is used must be indicated on the
label.

Anyone who wants more information about
these standards, or who would like to offer
suggestions on the standard making for other
foods, is invited to write to the Food and
Drug Administration, Department of Agri-
culture, Washington, D. C.

WHEN SPRING CAME to Blank Town,
warming the days but leaving the evenings
cool, Johnny Consumer and his wife began
to talk about closing down the furnace and
building a fire in the open fireplace. It
would take the right amount of chill off
the air in the evening. Since Johnny in this
case was a newcomer in the little town in
Missouri, he began to call various distributors
of coal and wood, getting prices and at-
tempting to compare values as any good
consumer should. He supposed, in all inno-
cence, of course, that wood was sold by the
cord. At least, he had learned in school
that a cord was a certain measurable amount
of wood. He couldn't really remember ex-
actly just what the amount was, so he looked
it up in the dictionary. Oh yes, he remem-
bered now . . . "cord, a cubic measure used
especially for wood cut for fuel, now legally,
U. S., a pile 8 feet long, 4 feet high, and 4
feet wide."

He began to telephone. "Yes, we do sell
wood."

"How much does it cost by the cord?"

"We don't sell it by the cord, mister. We
sell it by the load. We get \$3.00 a load
for it."

"Well, how much is a load?"

"A load is a rick."

"What is a rick?"

"A rick? Why, a rick . . . everyone
knows what a rick is."

"I'm a stranger in this part of the coun-
try, and I'm afraid I don't know how much
a rick is. Is it a part of a cord?"

"I don't rightly know, mister. All I know
is that it's a right good lot o' wood."

"What are the measurements of the rick?"

"I don't exactly know, but it's all the
wood that will go on the back end of a
pick-up truck, and that's a lot."

"Three dollars, you said."

"Yes, that's right."

"All right, thanks." And he hung up
the phone.

He tried another distributor, with approxi-
mately the same answer.

No one knew the dimensions of a cord.
No one sold wood by the cord. It seemed
that in this part of the country, a person
bought a "load" of wood or a "rick" of
wood, and paid the price asked. There was
no opportunity to compare cost, since no one
could tell him how much wood was included
in the "load" or the "rick." How could he,
as a good consumer, know whether he was
getting his money's worth? He couldn't,
and he didn't!

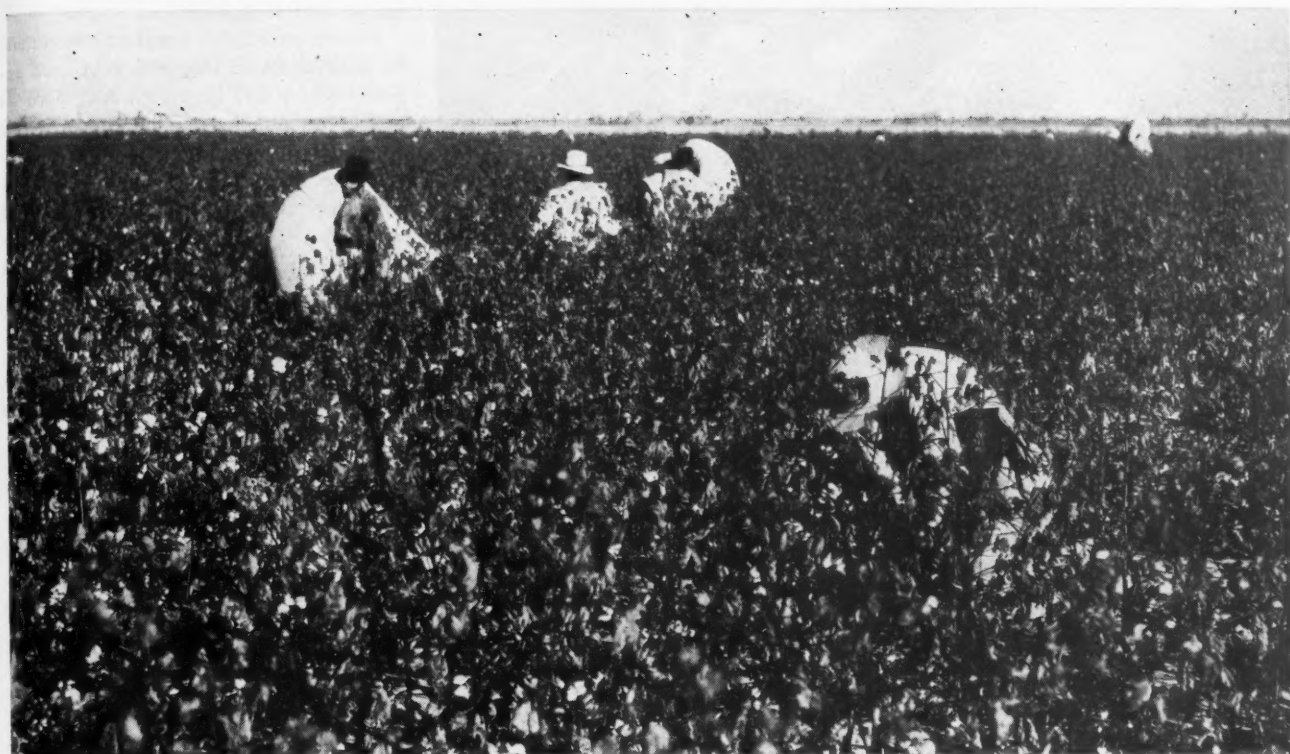
The estimable and erudite Mr. Webster
notwithstanding, there is no legal standard
which holds throughout the United States
defining a cord of wood.

Federal statutes governing the purchase of
wood by the Government define a cord as
measuring 128 cubic feet. But no Federal
statute defines a cord for commercial
purchases.

Some States, counties, and cities, neverthe-
less, lay down the law on cords of wood.
Where they agree with the definition sug-
gested by the National Bureau of Standards
in its model weights and measures statute,
they require a cord to be 128 cubic feet. At
least two States—Minnesota and North Da-
kota—vary the dimension for sawed and
split wood.

Where there is no legal standard, the cus-
tom sometimes is to trade in "face cords." A
face cord is a pile of wood 4 feet high, 8
feet long, but the depth depends on the
thickness of the wood.

Consumers find buying of wood difficult
in the midst of this confusion.



Stamp Planning for Cotton

Following the trail blazed by blue food stamps, now come brown cotton stamps to weave cotton surpluses into cotton goods to give relief to cotton growers, jobs and wages to workers, and clothing and household articles to the needy

IF THE SHIRT TAILS on the shirts of 400 million Chinese were made 2 inches longer, some homespun shirt-sleeved economist once drawled, the world cotton surplus problem would be solved.

Long ago, however, most people learned that you can't get far on someone else's coat tails and a shirt tail won't carry you half as far as a coat tail.

There are no 2-inch answers to the cotton problem; there aren't even any 2-inch methods to describe the problem. Calling the dynastic difficulties into which King Cotton has fallen "a problem" over-simplifies the tangled skein of difficulties besetting cotton. It would be as if you referred to all of the things that must be solved in the United States—from getting more money for a local weights and measures bureau up to

finding employment for all the unemployed—as "the American problem." That wouldn't be illuminating enough to light a match.

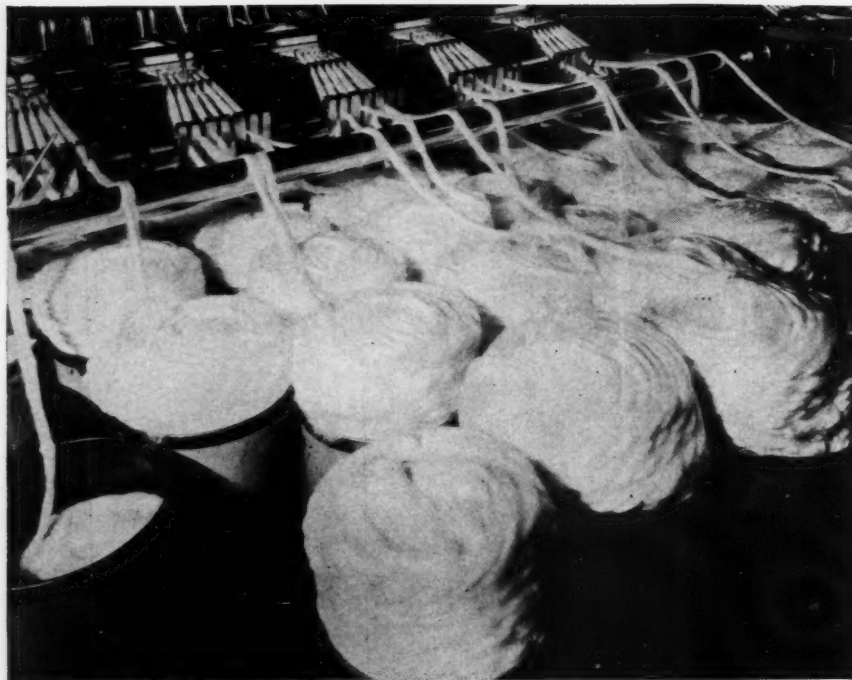
First of all, there are 10 million persons, living on 1,600,000 American farms, who owe an economic allegiance to cotton. Most of these 10 million people live in 10 States: North and South Carolina, Georgia, Alabama, Tennessee, Mississippi, Louisiana, Arkansas, Oklahoma, and Texas. The troubles these 10 million people are in add up to a major part of the sum that the President has called the Nation's Economic Problem No. 1.

Economic troubles can sometimes be measured by the smallness of incomes, or their nonexistence. In the 10 cotton States, income per person from 1924 to 1935 averaged \$184 a year. In good years it was more; in

bad years it was less. But for all the 10 million cotton subjects in the 10 cotton States, bad years came more often than good years, while even good years were called good only because people had seen worse.

Since 1910, the 10 million have been continuously beset with trouble in one shape or another: boll weevils, periodic low cotton prices, the gradual tragedy of eroding land, the loss of foreign markets as the result of the collapse of international trade, the competition of new land planted to cotton in Brazil and China, and Russia and Uganda, in the Sudan and in Turkey, in Peru and Chosen, and recently, loss of cotton markets to synthetic fibers.





WHEN BUSINESS booms cotton consumption sometimes goes up to as much as 31 pounds per person per year, and when business slumps cotton consumption sometimes drops as low as 18 pounds per person per year. Cotton stamps are designed to pull more cotton off the farms through the mills and into the homes of families who otherwise wouldn't be able to buy enough cotton clothing or cotton household articles.

Cotton threads its way through the whole of industry. It's in rubber tires and explosives. Cotton belts turn the motors in factories. There are 90 pounds of cotton in an automobile. Its seed furnishes shortening for bread, cakes, and pies. It curtains windows, clothes millions, and furnishes the basic material for moving-picture film.

Thus cotton trials are joined with those of industry. Good business years in the United States have not necessarily in the past meant good cotton years, but bad times in industry almost inevitably drag on the cotton farmer. Just as an industrial depression coils through the whole of America, a continuing regional depression recoils to affect everyone no matter where he lives. That was what the President meant when he said the South was the Nation's No. 1 Economic Problem. When the families of cotton farmers can't afford to buy clothes, workers in cotton mills lose out on jobs. When cotton families can't afford sanitary facilities workers in the factories that produce porcelainware and pipes and bathtubs and fixtures lose out on employment.

FOR 20 YEARS THE CONSUMPTION OF COTTON goods in the United States has bobbed up and down between a ceiling of 31 pounds

per person and a floor of 18 pounds. The hills and hollows, as you would expect, correspond with the hills and hollows on a chart indicating business conditions. In 1938-39, when all the bales of cotton produced were counted up, there were 11,676,000 of them. This mountain of cotton, added to a carryover of 13,712,000 bales constitutes an enormous surplus of American cotton over the world need for American cotton.

HOW TO BALANCE COTTON PRODUCTION against cotton consumption, and even more important, to fill up the economic and social swamps that years of misfortune have created is the Nation's concern, as well as the South's. Plans which the 10 million people in the cotton economy are following today involve a great deal of cooperation by a great many people on many sectors.

First there is a plan for soil conservation. There is a cooperative program for planning the total amount of land to be devoted to cotton each year, and a reenforcing plan which provides for limiting the amount of cotton to be marketed when cotton surpluses get out of hand. Then there are devices called "cotton loans" and "price parity payments" which shore up incomes until they

can be made to maintain desirable levels.

Foreign markets for American cotton must be retained where they still exist, and regained where they have been lost, since 60 percent of America's cotton production is normally exported. This is being sought by financing exports, by seeking agreements with other cotton-producing countries, and finally, through trade treaties which open up the doors of foreign countries to American cotton.

Where the soil has been worked out altogether, leaving families stranded in regions too sterile to produce livings, resettlement programs, financed by Government loans, are under way.

MOST RECENTLY A NEW TACK HAS BEEN taken in a direction which has been under exploration by the producers of foods and their city consumers. Reports of the first experiences in this new direction were so proudly and widely hailed by consumers, farmers, and businessmen, that the Department of Agriculture is giving cotton a push the same way.

The stamp plan that has been used to turn troublesome farm surpluses into health-giving meals for city consumers is now going to be put to work for cotton producers and cotton consumers.

Blue stamps, as almost everyone now knows, enable needy families in over 3 dozen cities to better their diets not only in amount but also in kind. To get these stamps, which are good for the purchase of foods designated as surplus, families must buy one dollar's worth of orange stamps a week for every member they have. The orange stamps are food stamps, too, but they buy any food or household article that's usually sold in a grocery store. In some cities where families on relief get food purchase orders instead of cash, the 50 cents' worth of blue stamps a week are given without the orange stamps entering onto the scene at all. Whichever method is used, however, the blue stamps enable underfed families to build up their diets toward better health. And, of course, the extra food in the diet is food that was otherwise material for headaches on the farms.

BROWN STAMPS NOW ARE TO BE USED TO generate purchasing power so underprivileged consumers can buy cotton goods just as the blue stamps already generate food purchasing power for these consumers. Department of Agriculture economists look to these brown stamps to send thousands of America's ill-clothed into stores to take part in white sales of cotton clothing and house-

hold supplies of a kind that no January has ever seen.

Before the cotton stamp plan is put into effect finally, it will be tried out experimentally in a few cities to find out just how it works and get a record of actual operation.

Cotton stamps, which come in 25-cent denominations, are to be sold to families receiving public assistance (families on relief, getting old-age pensions, blind pensions, mother's pensions, or families with wage earners on WPA).

As in the case of the blue food stamps the brown cotton stamp plan will operate on voluntary good will. Families can take part in the plan or not, as they wish. If they decide to go along, they will be permitted to purchase a minimum quantity of stamps every 3 months. Then for every dollar's worth of cotton stamps they buy, they will get a dollar's worth of cotton stamps free. If they want to purchase more than the minimum amount of stamps they may do so up to a specified maximum.

THE MOST AND THE LEAST STAMPS A FAMILY can buy depends upon its size. Thus one- and 2-person families will be able to buy a \$4 book of stamps every 3 months for which they would pay \$2, or a \$6 book for \$3.

Three- and 4-person families every 3 months will have their choice of 3 books of

stamps: a \$6 book for \$3, or an \$8 book for \$4, or a \$10 book for \$5.

Families with 5 or more persons will be able to go shopping at white sales every 3 months with \$8, \$10, or \$12 books which they have purchased for half these amounts.

These stamps will be good for the purchase of any new garment or household article made entirely of American cotton in American factories. Just as the blue food stamps may be spent in any grocery store, the brown cotton stamps may be spent in any store selling cotton goods.

Retailers who receive these stamps in trade may cash them at their banks, with their wholesalers, or at the office of the Federal Surplus Commodities Corporation in their city. This Corporation is the agency of the Department of Agriculture which directs surplus removal programs.

FAMILIES BUYING THEIR COTTON CLOTHING with brown stamps will be permitted to save up the stamps they buy in one 3-month period to add to their next 3 months' supply of stamps so they may make larger purchases. When they appear for stamps at the beginning of the third cotton stamp period, however, they will have to turn in the empty stamp book containing their first supply of stamps to get more stamps. Thereafter, every time they buy stamps they will have

to turn in the stamp book in which their next to last allotment of stamps came.

Stamp purchase days during the year will not come all at once every 3 months. That would create peaks and valleys in sales that might upset usual marketing procedures. Instead stamp sales will be staggered through the year so they will be feeding purchasing power for cotton goods into a community evenly the year round.

Going behind the scenes directly to the offices of the Federal Surplus Commodities Corporation reveals how the brown cotton stamp plan took its final shape. To make it fit the problem of too much cotton on the farms and too few clothes on people's backs, the FSCC had first some practical questions to answer. How often should stamps be sold? How many stamps should a family be required to buy? What would families buy with the stamps? How many free stamps should be given with the stamps the families buy with their own cash? Then there was a two-pronged question which had to be answered—would needy families take part in the plan and would the all important businessmen cooperate?

To get the answers to some of these questions, the FSCC posed them to families on relief; families with wage earners on WPA; retailers, bankers, and the officials of trade associations.

IF FAMILIES with incomes of less than \$1,000 a year could buy as much cotton goods as better-off families with incomes of from \$1,000 to \$1,500, the additional purchasing power would add \$153,000,000 more to the incomes of the men and women who man the cotton industry, beginning with the farmer and including factory workers, retail clerks, and workers in the transportation industries.

That's the idea behind the cotton stamps.



FIRST OF ALL, THE FSCC LEARNED, LOW income families have so many expenses pressing upon them that clothing purchases are made only when money can be snatched away from some other use. A man's shirt, a cotton dress, towels, sheets, don't have money earmarked for them, in very low budgets. Instead they are pushed aside by rent, or food, or carfare, or medical care, until they can't be stalled any longer. When that time comes, money is almost surreptitiously taken out of the rent fund or the grocery bill and hastily spent for the needed clothing or household articles. Purchases like these, the FSCC describes as spasmodic. Since there is no regular purchase cycle, the FSCC, to make things easy administratively, decided upon the 3-month period.

FSCC investigators asked WPA and relief families in 6 cities: "How much did you spend on cotton clothing and household articles last year?"

Most frequent answer went like this: "I'll have to think. The sheets gave out altogether last spring and I had to buy 6 of them. They cost 69 cents a piece. Then I bought some yard goods, and I made this dress and a dress for my little girl."

Answers from all families interviewed in-

cluding families that bought no clothes or household articles at all, showed first that those with wage earners on WPA spent more money for cotton articles than did families on relief. That checked with what the FSCC expected.

A family of 2 on WPA spent an average of \$30.23 a year on cotton articles for clothing and the house. Relief families spent only \$9.87 through the year.

Families of 4 on WPA spent an average of \$23.28, while the relief families of the same size spent \$17.84. Six-person families on WPA spent \$33.21 compared with \$23.09 for the relief families.

STATISTICS SUCH AS THESE AREN'T INFALLIBLE measures of the normal purchases of cotton goods by such families, the FSCC warns, since memories are likely to be faulty, but they are close enough to indicate how meager is the share which millions of low-income families have in existing and potential supplies of cotton goods. These figures check in a general way with a study which was made of the expenditures of American families on cotton articles during 1935-36. In this study, it was learned that a non-relief family of 4—man, wife, and 2 children—spent \$17.90 during 1935-36 for cotton articles if their income was less than \$500. When their incomes got above \$500 but stayed below \$1,000 the average expenditure on cotton articles rose to \$27.37. The average family of 4 with an income between \$1,000 and \$1,500 spent \$36.73 for cotton articles.

The FSCC people put these statistics down before them. Along side they put other figures: The number of families in each of the 3 income groups. Four million had incomes of less than \$500. Another 8 million had incomes of \$500 to \$1,000. These 2 groups accounted for 2 out of every 5 families in the country.

DIGITS CAN START DAY DREAMS. SUPPOSE these 12 million families had their incomes lifted to the level of families with incomes in the next higher bracket: \$1,000 to \$1,500. What would that do to their purchases of cotton goods, assuming, of course, that the 12 million would spend as much on such products as do the 7 million with incomes ranging from \$1,000 to \$1,500? Cotton mills would hum. But how much?

When the figuring is all done, what emerges is this: About \$153,000,000 more would pour into the shops and through the mails to mail-order houses and into the hands of the people who make and sell cotton goods and the raw materials for cotton goods. However, like the extra 2 inches on the Chinaman's shirt tail, the cotton stamp plan in itself will not solve the cotton farmer's problem. As a matter of fact, out of every dollar spent on the plan only 10 to 15 cents will go to the producer of raw cotton. But, of course, every little bit helps.

To step up cotton purchases that much would mean one of two things: Either incomes would have to be hoisted to the higher level, or some device would have to be worked out to give lower income families the extra cotton-purchasing power they would have and use with such larger incomes. Accomplishing the first would take a great deal more than day dreaming. It would need Herculean efforts on many fronts. But for the second, here was a device to hand: The stamp plan, operating within the limits of funds made available by act of Congress to aid in the distribution of surplus farm commodities.

GOAL OF THIS STAMP PLAN IS TO GIVE SUB-\$1,000 families the cotton purchasing power of \$1,000 to \$1,500 families. A first task in transforming plans into purchases was to estimate how many brown stamps should be given away to each family so that the total

operation would benefit all in fair degree and give the cotton economy the extra corpuscles it needs for healthy existence.

Final calculations produced the 4-6-8-10-12 dollar books of cotton stamps that are now due to go on sale at half price every 3 months. Of course, even precise calculations may turn out to be wide of the mark; that's one reason why the brown cotton stamp plan is being tried experimentally first.

Toward the end of their exploratory conversations with families on relief, the FSCC investigators discovered answers to still another question: Just what do these families need right now in the way of cotton goods?

The answers came in a rush: Dresses, underwear, nightgowns, coats, yard goods, shirts, socks, trousers, overalls, sheets, pillow cases, towels, bedspreads, mattresses. All of those things except mattresses and coats, they had been buying, but not in sufficient quantity. Mattresses and coats, they claimed, were so expensive they never had enough money to buy no matter how much they needed them.

Final question, of course, was: What would the family think of a cotton stamp plan?

Out of 20, 19 families said: "We use the blue food stamp plan and swear by it." As to whether they were for a cotton stamp plan, the answer to that was practically unanimous; 98 percent of the families said "yes."

FINDING OUT WHETHER BUSINESSMEN WERE for the brown cotton stamp plan was easy. When the time came to talk to the businessmen, it developed that they had seen the food stamp plan work and they were already making preparations to ask for a cotton stamp plan. The businessman offered one suggestion. We'd like the stamps to be good for the purchase of as many kinds of clothing and household articles as possible, they said, and we would want the plan to operate with the same simplicity and freedom from bother that is typical of the food stamps.

That was the way the FSCC felt, too. Now with the preliminaries concluded, the cotton stamp plan is under way.

Soon in selected cities there will be white sales of cotton goods, made from cotton produced in America and spun, woven, and sewn by American workers.

Brown cotton stamps can buy clothes for the needy, give work to the unemployed (half of the price of cotton articles goes to wages), and lend a hand to the 10 million people of the 10 Cotton States.

BROWN COTTON STAMPS (1) good for the purchase of 25 cents' worth of American-made cotton goods will go free to families receiving public assistance if they purchase an equivalent amount of **GREEN COTTON** stamps (2) which will also purchase 25 cents' worth of American-made goods in any retail store. Stamps will come in 4-6-8-10-12-dollar books which will cost the families buying them half as much as their value in a retail store.





Let's Wipe It Out!

by Milo Perkins

President, Federal Surplus Commodities Corporation, U. S. Department of Agriculture

"This nightmare of under-consumption is the black plague of the 20th century; we've got to make up our minds to wipe it out—with a vengeance," says Mr. Perkins in this first of a series of articles on some of the things America must do to black out this black plague

FOR THE FIRST TIME we are beginning to know about under-consumption in terms of simple arithmetic. Our farmers make up 25 percent of our population, and yet they get only 11 percent of our national income. They are producing more than they can sell in the present market at a profit. Surpluses of agricultural products have been a serious national problem now for over a decade. As I see it, there are three major causes behind this situation:

The first is the application of science to agricultural production. Briefly, we have learned how to make 2 blades of grass grow where one grew before, and we don't know where to sell the extra blade of grass. Yields of lint cotton, for example, are now 35 percent greater per acre than they were 10 years

ago. Yields of corn in the 10 corn-belt States during the years 1936-1939 were 23 percent above the 1929-1933 average.

Secretary Wallace recently stated this scientific progress in another way. He said: "One hundred fifty years ago it required 19 people living on the land to support themselves and one person in town. Today, under greatly commercialized and industrialized conditions, one person on the land supports himself, three people in town, and contributes to the support of another person overseas."

All this is a tribute to our technological genius as a people, and we may well be proud of it. Some day we'll turn that genius to solving the problems of under-consumption. When that day comes, the extra blade

of grass will add to human happiness and not to human misery. For the first time in history, we're suffering because we've got too much of the things we need most. The science of production has out-run the science of distribution. We've got to catch our breath—and catch up.

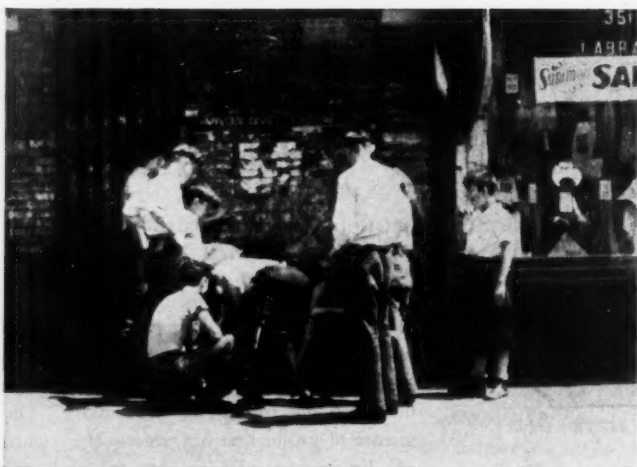
The second cause of our farm surpluses has to do with dislocations in foreign trade. Naturally, our export crops have been hit the worst. This goes back more than 20 years ago to the time when we changed from a debtor to a creditor nation—to the time when we plowed up 40 million acres of



UNDER-CONSUMPTION



"WE'VE BEEN smart enough to make tractors and mechanical corn-pickers and dial telephones; are we smart enough to find work for the folks they've thrown out of work?"



"EVERY YEAR there is a net increase in our working population of about 500,000 persons. Over half of the 10 million folks who want work but can't get it belong to this group."



"WE HAVE learned how to make 2 blades of grass grow where one grew before, and we don't know where to sell the extra blade." Corn yields per acre in 10 States in 1936-1939 were 23 percent greater than in 1929-1933.

grasslands and ruined part of the Great Plains in an era of military hysteria. Wheat helped to win the war. Then came the time when the armies of the world were demobilized, and our farmers lost their markets for the crops they had been raising on those forty million acres.

Following that, one country after another entered the frantic race to have its cake and eat it, too. Every major nation in the world tried to sell all it could abroad and buy as little from other countries as possible. We were in the race from the beginning; part of the time we were out in front. Tariffs were raised; imports and exports were licensed; foreign exchange was blocked; food was produced under government sub-

sidies within certain countries at over twice the cost of producing it elsewhere.

IN THE LONG RUN, THE PRESENT WAR seems certain to hurt our agricultural exports. When the war is over, things are likely to be even worse. We'd better not dodge the facts. It's still a habit with us to refer to France and Great Britain as our sister democracies. But in the rough and tumble of a war fought on the economic as well as on the military fronts they are finding it necessary to put their economics on a totalitarian basis just as fast as they can, particularly so far as international trade is concerned. They are employing the same economic weapons which Germany has been using for several years.

As a matter of self-preservation, they are fighting fire with fire; it's a part of the death struggle in which they're engaged. Before it's over, however, the American farmer is likely to get badly burned in the process. Belligerents as well as neutrals are resorting to centralized controls of their foreign trade.

Great Britain, for instance, is doing more than to buy all the food she can from within her own empire so as to conserve her dollar exchange for other purposes. She is buying large amounts of agricultural products in countries which normally sell to Germany, and she is doing it vigorously as a part of her economic offensive. For example, she has bought huge quantities of tobacco and dried fruits from the Mediterranean coun-

tries in addition to the fresh fruits which were available. The tobacco farmer here at home, and the producer of raisins and prunes and apples and winter pears has lost his best customer. His exports have been savagely curtailed. Only quick and heavy government purchases, as well as loans, have kept him from realizing fully just how serious a blow has been dealt him. The war is bringing about dislocations in foreign trade which may last for a generation or longer. Following our own Revolutionary War, for example, we changed from a nation of tea drinkers to a nation of coffee drinkers, and the habit is now 150 years old.

Barring a miracle of brotherhood and vision at the next peace conference, we are likely as a nation, to find ourselves in a world loath to give up its barter economies. Having surpluses of both farm and city goods ourselves, we may find it extremely difficult to trade with other countries in such a world. Right now, of course, they can give us gold for our surplus of exports over imports. The country seems to think it's all right to swap three and a half tons of fuel oil for an ounce of gold. If the war lasts, however, we'll have most of the world's gold, and just what other nations will use for money to buy the things they want to buy from us no one seems to know. We could, of course, act like a creditor nation, and accept goods from them in exchange for what we need to sell

them. Whether or not our various pressure groups will continue to oppose a real expansion of foreign trade remains to be seen. Heretofore, they've all wanted increased exports; but as far as increased imports were concerned—they've wanted those to take place in the other fellow's backyard. It looks now as though there's trouble ahead for farmers who have been selling a substantial part of their crops abroad.

THE THIRD AND LAST MAJOR CAUSE OF FARM surpluses, as I see it, has to do with industrial unemployment in our own country. Farmers producing dairy and poultry products, and fruits and vegetables as well as meats, have been hit the hardest. These are the foods low-income folks start buying as soon as they get a little more money. The term "surpluses," as applied to these foods, is simply a smug, polite name for a shocking amount of under-consumption. During last December we virtually reached the 1929 level of industrial production, and yet some 10 millions of the unemployed were still with us. No intelligent person can look those figures in the face and reach the conclusion that the unemployment problem is going to solve itself. Every year there is a net increase in our working population of about 500,000 persons. Over half of the 10 million folks who want work but can't get it belong to this group.

Better than half of the balance are said to have lost their jobs to machines. Industrial output per worker is said to have increased around 20 percent in the last 10 years. We've been smart enough to make tractors and mechanical corn-pickers and dial telephones; are we smart enough to find work for the folks they've thrown out of work? Upon our answer to that question—not in words, but in new jobs—hangs the future of our industrial democracy. In other lands it has lost its race against time; if we have the courage to make it work here, then we shall in truth be a chosen people.

Personally, I think we can, and that what we need most is a re-direction of our genius as a people. Heretofore, we've concentrated on methods of efficient production. Henceforth, we must concentrate on efficient and business-like methods of increasing domestic consumption no matter how much violence it may do to some of our pre-conceived notions. We know how to produce almost anything—but we haven't learned how to distribute such things to the jobless who ask only the chance to work for them. This nightmare of under-consumption is the black plague of the 20th century; we've got to make up our minds to wipe it out—with a vengeance. Only one thing can stop us and that's a mental sit-down strike—a kind of smug, 19th century faith that things will work themselves out if only we don't do anything about it.

"FARMERS producing dairy and poultry products, and fruits and vegetables as well as meats, have been hit the hardest (by industrial unemployment). These are the foods low-income folks start buying as soon as they get a little more money."



WE MUSTN'T LET THAT HAPPEN. IT WON'T, if we keep our eyes glued to the goal of fully utilizing all of our resources—and if we keep marching until we get there. We can have full employment in this country within a few years, but we've got to fight for it. If we slash out at under-consumption within our own country as we would at a foreign enemy, individual initiative and free enterprise will come into their own as they never have before. That's the only way in which we can be sure of their continuance. That's the only way I know of to assure a 19th century chance of opportunity to youngsters who are growing up to run the 20th century.

We've got to restore confidence in this country—the confidence of our young folks—not by platitudes, but by jobs. And we've got to do it—not for just a few of them, but for all of them who are willing and able to work. Any answer short of that is unworthy of the men who fought their way westward for us and our children. There's a job of internal pioneering ahead of us which has barely been started. The full conquest of under-consumption still belongs to our tomorrows.

Whey Goes to the South Pole



When a little group of Americans "down under" gathers for mess they'll be eating some good tasting new foods made with valuable nutrients in milk that now go to animals or are wasted. Experiments by the Bureau of Dairy Industry show how these nutrients can be turned to good use for Americans at home

WAY DOWN in the deep, deep south, that is, in the vicinity of the South Pole, the hardy explorers in the Antarctic Expedition will probably drink a toast in whey soup to a slightly less dauntless forbear, Little Miss Muffet. Or perhaps they'll mull over the incident of the spider while they chew a whey caramel or nibble a piece of whey fudge.

These whey foods, which stem from little Miss Muffet's curds and whey, have been loaded into the holds of the *North Star* and the *Bear*, the two ships in the Antarctic Expedition, to nourish the Antarctic Explorers

during their sojourn at the bottom of the World.

Along with the whey products the Expedition will also eat skim milk potato wafers, and canned American Cheddar cheese which doesn't form a rind, dry out, or shrink.

All these dairy products—the whey candy, the whey soup, the canned cheese, and the skim milk potato chips—came out of the scientific laboratories of the Bureau of Dairy Industry of the Department of Agriculture.

But these foods are newsworthy not only because they are going to the South Pole. Even if they had stayed at home they would

have merited notice. For right now they demonstrate that the Federal Bureau of Dairy Industry has at last worked over the major hump toward a solution of the problem presented by the enormous waste of the valuable nutrients in milk.

When a child fumbles with his glass of whole milk, and finally, urged on by his mother's eye, drains the last drop from the glass, he is getting all of the valuable nutrients in milk.



WHEY PRODUCTS

But if his mother lets him skimp the milk in the hope that the butter on his bread will take its place, he loses many of the nutrients that milk contains. For in butter making the chief nutrient which comes through in substantial amounts is the milk fat, with its not-to-be-sneezed-at quotas of Vitamins A and D. Milk on its way to consumers, however, through a butter creamery loses most of its protein, most of its lactose, and not enough of its mineral ingredients are left to be worth mentioning.

Cheese is a concentrated nourishing dairy product, but in the manufacture of it, too, some valuable milk nutrients go by the board. Each year between 4 and 5 billion pounds of cheese whey is fed to animals or wasted. The minerals and other nutrients it contains are valuable for human food.

Cream is separated from milk on many American farms, and the skim milk remaining is fed to animals. This is better than losing it entirely, but experts surmise that only 10 percent of the nutrients fed to animals as skim milk is returned to human beings as food.

In 1936 a preliminary survey showed that less than half of all the nutrients in milk except milk fat were used directly as human food.

Between the cow and the consumer half the milk proteins produced by America's 25 million cows was wasted or first fed to pigs and poultry, half the lactose, and half the minerals. The only milk nutrient which reached consumers in anywhere near the quantity it was produced was milk fat, consumers ate 95 percent of the annual production of this product.

Diet experts comment sharply on this situation by noting that if a way were devised to use the milk nutrients that are now wasted you would in effect double the diet value of milk (except for what the milk fat contributes) without having to produce a single extra quart of it.

Dairymen and economists, and dairy chemists acknowledge this fact and add a comment of their own. If, they say, a way could be worked out to use the milk products which are now wasted dairy farmers' incomes could be increased.

That's the problem on which scientists of the Bureau of Dairy Industry have been working: How to turn billions of pounds of milk nutrients that are now wasted, into valuable food for consumers and into saleable, instead of wasted, products for farmers.

It isn't solved yet, but when the long-shoremen and stevedores loaded whey candy, skim milk potato chips, and whey soup into the holds of the good ships *North Star* and

Bear they were signaling the progress that had been made.

Processes have now been almost perfected by which whey and skim milk may be used in foods commercially.

Besides the foods that went along with the Antarctic expedition there are other whey foods that are almost ready to go into commercial production.

Whey, for example, has been added to fruit juices, producing a drink which combines an important part of the nutritious elements of milk with those of the fruit.

Desserts may look different, too, in the future, when canned fruit whey whip comes on the market. This product is made with fruit sugar, gelatin, and sweet whey. After a couple of minutes' whipping this product froths into a fruit whip which sets in about one-half to one hour from the time it is placed in the ice box.

Whey added to jams and preserves, it was discovered, made it possible to whip these delectable foods so they could be served as sauces on ice cream, waffles, and other foods that take sweet sauces.

Whipped tomato salad is something else the Bureau of Dairy Industry chemists visualize. This is made by whipping tomatoes and vinegar with gelatin and whey. The resulting tomato red foam can be poured into a mould and later served on lettuce.

The whey candies are made with candy recipes which call for 25 percent whey solids. The whey here replaces sugar and corn syrup. Fudge and caramel made from this recipe gives greater variety of nutrients than ordinary candy and is less sweet.

The whey soup the Antarctic explorers will

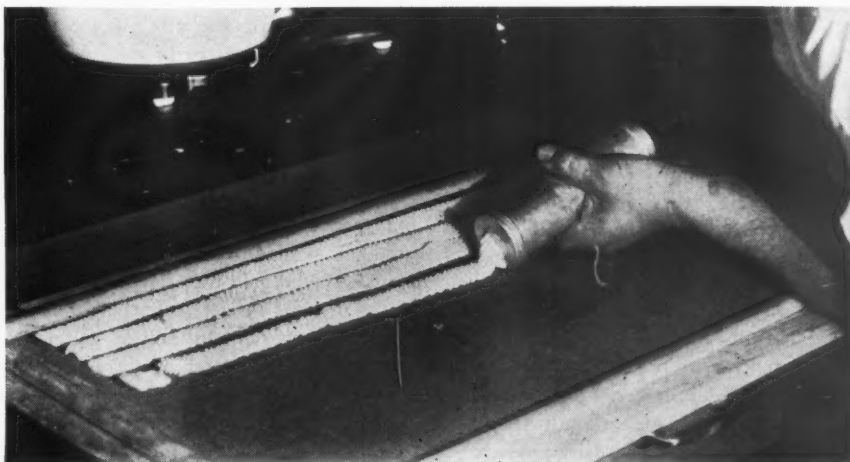
spoon into themselves when the gales blow outside is made of 65 percent split pea solids, 25 percent whey solids, and 10 percent fat. This soup keeps well, is cheap and nutritious. Other soups, too, can be made with whey, and one, tomato soup, has additional advantages. Made with whey it can be heated and held hot without lumping. At the same time the tomato flavor is retained more completely when whey is used.

Skim milk potato wafers will float on top of the whey soup at the South Pole this winter. They won a place in the expedition because they contain no fat and therefore will not get rancid. They are made by drying or toasting a mixture of boiled potatoes, skim milk, and salt. The same formula can be used to make potato wafers and potato sticks.

When and if this potato and skim milk product comes into use it will utilize another waste product besides skim milk, cull potatoes, that is, potatoes that fall into grades too poor to be marketed. The head of the Bureau of Dairy Industry, reporting on this product to a convention of milk producers' cooperatives, said, "We think of this new product as having possibilities in regions remote from markets, where skim milk and cull potatoes are cheap. In this way it would help dispose of 2 waste products."

The rindless, non-shrinking, non-drying cheese is not preshrunk or predried. It gets its extraordinary quality from the type of container it is packed in. These containers have holes in them of a design which lets out gasses formed by cheese when it ages, but which also keeps the outside air out so the cheese doesn't stale. The result is a cheese which ages but which age does not stale.

THE TOOTHPASTE-LOOKING RIBBON is a potato wafer in the making. Developed in the laboratories of the Bureau of Dairy Industry, this product is one of many which utilize nutrients that don't reach humans. The potato wafer here is made of skim milk powder and low grade potatoes. Other valuable new foods that make use of milk nutrients are whey candies, soups, and chips.





BOSSY, multiplied 25 million times, produces more than 100 billion pounds of milk each year in the United States. Most of the fat in this milk gets to human beings, but almost half of the protein, the minerals, and the sugar it contains is fed to animals or wasted. Department of Agriculture scientists are now working on new foods which utilize those by-products of the dairy industry. Consumers could recover some of this valuable supply of nutrients by using more skim milk.

More details about these victories on the scientific milk front may be obtained from the Bureau of Dairy Industry, Department of Agriculture, Washington, D. C.

How soon these products get on the market depends of course upon the willingness of manufacturers to go to work and produce them. No doubt manufacturers will come along who will produce these new foods and

prove that there is at least one frontier where pioneers are still welcome—the one that opens up at the end of a test tube.

Coming out of the test tubes in this case are discoveries which point the way to utilizing every unit of nourishment in every quart of milk. And that's something to look forward to in these days when too many families can buy too few quarts of bottled milk.

IN THE YEAR 1936 the United States produced enough milk, 106 billion pounds of it, to fill a great sea basin a half mile wide, about 4 miles long, and 30 feet deep. All 221 destroyers in the United States Navy could be nested in this basin, but there was a better use to be made of the milk. It was used as food, but not altogether.

The 106 billion pounds of milk contained 4 billion 100 million pounds of butterfat and practically all the butterfat (96.5 percent) sooner or later was consumed by human beings.

It also contained 3 billion 600 million pounds of milk protein, but only half of this milk nutrient was served to consumers in milk or other dairy products.

It contained 5 billion 200 million pounds of milk sugar of which slightly less than half reached consumers in dairy products.

It contained a mineral cargo of 700 million pounds of calcium, phosphorus, and other minerals of which only half was delivered to consumers in their dairy products.

Thus, except for the milk fat, about half the nutritional substance of milk was side-tracked before it reached consumers.

Where did it go?

Tremendous quantities of these milk nutrients not reaching consumers in milk products go to animals. In the process of making cheese, cream, butter and other dairy products, skim milk, whey and buttermilk are left behind. In these products are most of the precious nutrients of whole milk except the butterfat. Instead of getting to human consumers, most of these nutrient-rich products are shunted back to the farm for use by animals as feed.

Animals in 1936 got, for instance, 4 out

of every 10 pounds of milk protein; 4 out of every 10 pounds of milk sugar; 4 out of every 10 pounds of the minerals in milk.

Milk nutrients fed to animals which later are slaughtered for human consumption are, in greater part, lost to humans. The calcium, utilized in building animal bones, is lost altogether as far as humans are concerned. Out of every 10 pounds of milk proteins fed to animals only one pound eventually reaches humans as food.

Against this loss to humans there is some compensating gain to animals. Milk nutrients are a valuable addition to the diets of some animals in certain instances. Since it is a relatively expensive feed, it is usually given to young animals and as a supplement to other feed, especially for swine and poultry. In these cases, milk builds good animal health, just as it builds good human health. Farmers are often able to get higher prices for milk-fed animals to compensate for the added cost of feeding them.

But much milk goes to animals over and above these economical uses. The reason is that we know better how to dispose of this excess milk to animals than to the humans who need it. This is social waste, a serious matter when millions of human beings are going without adequate supplies of the minerals that come so abundantly and in such usable form in milk.

Some of the milk nutrients that are lost to human consumers are lost to animals, too. Nobody gets them because they are wasted completely. In proportion to the total amount of milk produced, this loss looks small. In actual amounts, it looms large. Less than 3 percent of all the milk protein produced in 1936 failed to reach animals or humans, but this little percentage represented 108 million pounds. Similarly nearly 312 million pounds of milk sugar were totally lost. About 35 million pounds of mineral nutrients, the most valuable of which are calcium and phosphorus, never reached either a two-legged or four-legged consumer. As by-products, in most cases, of the manufacture of cheese and other dairy products, these nutrients often are dumped out to pollute streams or seep into the ground.

Rickets and hollow chests and crooked legs mutely challenge our ways of using and misusing the great storehouse of bone-building materials in the milk which farmers make available. How to put every ounce of them to good use is a problem on which many minds are needed: the scientist's as well as the economist's; the milk industry's as well as the Government's; the consumer's as well as the producer's.

For Your Medicine Cabinet

Until labels on drugs carry warnings—where they are needed—on use and misuse, these cautions from the Food and Drug Administration are valuable checks on the over-doser

WHEN CONGRESS gave the Secretary of Agriculture a new Food, Drug, and Cosmetic law to administer, it laid a new job on the doorsteps of the makers of medicines.

It's no secret, Congress said in effect, that many consumers, unable or unwilling to consult physicians, attempt to prescribe for themselves the remedies they need when aches and pains lay them low. Often, through announcements about your wares, you manufacturers encourage consumers to do this.

Nor is it a secret to experts in remedies and ailments, Congress figuratively continued, how ignorant many consumers are of the cause of their pains and of the suitable remedy for that cause. Those who are least able to prescribe for themselves are many times the ones most likely to do so. You don't have to look far to find people who took the wrong medicine at the right time, or the right medicine at the wrong time.

Now, since people's health and their very lives are a concern of the Nation's, we are laying down new rules for the sale of drugs. Henceforth, said Congress, we outlaw drugs sold across State lines whose claims are "false or misleading in any particular," whose labels fail to show the net contents and fail to exhibit with sufficient prominence information required by law.

Drug labeling, by law, must now carry "adequate directions for use" and "adequate warnings" against misuse by children or under unsafe conditions.

On January 1, 1940, this provision of the law went into effect. So many requests for advice on what constitutes adequate warnings have come to the Food and Drug Administration that it has issued a statement giving what seem, for the present, at least satisfactory cautions. No manufacturer is required to adopt this language. He may re-word such warnings, modify them or substitute his own. They are offered as suggestions only. But if the manufacturer's warnings are insufficient, his products stand the chance of being seized by the U. S. marshal for failure to observe the law.

In the following list, special note is made of drugs which are believed to be too danger-

ous to be offered for sale "indiscriminately." These drugs, the FDA holds, should not be sold "over the counter" but only on doctor's prescription.

Because these suggestions by the Food and Drug Administration provide useful cautions to consumers, we give the list as it was issued. Consumers should know that the new law also provides that a drug which is not labeled with its common name must show on the label the common name of all of its ingredients. So, while some of the names which follow have heretofore not ordinarily appeared on labels, they will be seen increasingly as manufacturers make their practices conform to the new law.

1. Cathartic or laxative drugs (except castor oil and phenolphthalein) which act as irritants to the gastro-intestinal tract or stimulate intestinal peristalsis:

"WARNING: Not to be used when abdominal pain (stomachache, cramps, colic), nausea, vomiting (stomach sickness) or other symptoms of appendicitis are present.

"Frequent or continued use of this preparation may result in dependence on laxatives."

2. Castor oil:

"WARNING: Not to be used when abdominal pain (stomachache, cramps, colic), nausea, vomiting (stomach sickness) or other symptoms of appendicitis are present.

"Frequent or continued use of this preparation may result in dependence on laxatives."

"Do not use during pregnancy except on competent advice."

3. Phenolphthalein:

"WARNING: Not to be used when abdominal pain (stomachache, cramps, colic), nausea, vomiting (stomach sickness) or other symptoms of appendicitis are present.

"Frequent or continued use of this preparation may result in dependence on laxatives."

"Important: If a skin rash appears, discontinue use."

4. Preparations containing so-called roughage materials and intended for use in constipation.

"IMPORTANT: All varieties of constipation are not benefited by this preparation. It should be particularly avoided in cases such as spastic constipation in which abdominal



discomfort or pain may be present."

5. Preparations containing mineral oil for oral administration:

"WARNING: Do not take directly before or after meals."

6. Preparations containing sodium perborate as an active ingredient and intended for local use in the mouth and throat:

"WARNING: This preparation may cause irritation and inflammation of the gums, tongue and mucous membranes of the mouth. It should be discontinued at the first sign of irritation or soreness. In case of doubt, consult your physician or dentist."

7. Nose drops, inhalants and sprays:
A. Those that contain oil as a vehicle or base:

"CAUTION: The use of excessive amounts of this preparation may be dangerous. Do not use at all in infants and younger children except on competent advice."

B. Those that contain ephedrine, epinephrine, amphetamine (benzedrine), propadrine, neosynephrin and other vaso-constricting drugs of similar activity:

"CAUTION: Frequent or continued use may cause nervousness, restlessness or sleeplessness. Individuals suffering from high blood pressure, heart disease, diabetes, or thyroid trouble should not use this preparation except on competent advice."

8. Preparations containing volatile oils, aromatics, or drugs of an oleo-resinous nature and intended for their effect upon the urinary tract:

"WARNING: If disturbance of the stomach or bowels or skin rash is noticed, discontinue use."

9. Atropine and pharmacologically related drugs:

"CAUTION: Frequent or continued use of this preparation should be avoided. Discontinue if dryness of the throat, excessively rapid pulse or blurring of vision appears."

"WARNING: This preparation should not be taken by elderly people except on competent advice."

10. Iodine or iodides:

"WARNING: Do not use in cases of lung disease or chronic cough, goiter or thyroid disease, except upon the advice of a physician. "If a skin rash appears, discontinue use."

11. Preparations containing carbolic acid as a therapeutically active ingredient: NOTE: Products containing more than 2 percent of carbolic acid are not considered safe for indiscriminate distribution.

"WARNING: When applied to fingers and toes, do not use a bandage."

"Apply according to directions for use, and in no case to large areas of the body."

12. Cresols, creosote, guaiacol or coal-tar derivatives intended for use as douches:

NOTE: Preparations intended for use after dilution should bear adequate directions for preparing solution and thorough mixing before pouring into douche bag.

"WARNING: The use of solutions stronger than those recommended may result in severe local irritation of burns or serious poisoning."

13. Cresols, creosote, guaiacol, or coal-tar derivatives intended for surface application:

"WARNING: Apply according to directions for use and in no case to large areas of the body."

14. Strychnine:

"WARNING: Do not take more than the dosage recommended. Frequent or continued use is to be avoided and its use for children and elderly persons may be especially dangerous."

15. Anthelmintics:

The following preparations in therapeutically potent doses are not safe for indiscriminate distribution and should only be used under the direct supervision of a physician.

a. Carbon tetrachloride:

NOTE: Specific adequate directions for administration of a saline cathartic after use of this drug should be given.

"WARNING: Avoid taking castor oil or other preparations or foods containing oil or fat while this drug is being administered. The use of this preparation in debilitated children and persons addicted to alcohol is dangerous."

b. Tetrachlorethylene:

NOTE: Specific adequate directions for the

administration of a saline cathartic should be given.

c. Aspidium (Male Fern):

NOTE: Specific adequate directions for administration of a saline cathartic should be given.

"WARNING: Avoid taking castor oil or other preparations or foods containing oil or fat while this drug is being administered."

d. Santonin:

"VERY IMPORTANT: Shake vigorously before using. Failure to do so may result in serious injury."

"CAUTION: The use of more than the prescribed dose is dangerous."

"Do not take castor oil or other preparations or foods containing oil or fat while this drug is being administered."

"The prescribed dose should not be repeated within 7 days."

e. Chenopodium oil:

NOTE: Specific adequate directions for administration of a cathartic, preferably castor oil, should be given.

f. Thymol:

NOTE: Specific adequate directions for administration of a saline cathartic should be given.

"WARNING: Avoid taking alcohol or any preparation containing alcohol before, after or during administration of this drug."

16. Acetanilid:

"WARNING: Frequent or continued use may be dangerous, causing serious blood disturbances, anemia, collapse, or a dependence on the drug. Do not take more than the dose recommended. Not to be given to children."

17. Acetophenetidin:

"WARNING: Frequent or continued use may be dangerous, causing serious blood disturbances."

"Do not take more than the dosage recommended."

18. Antipyrine:

"WARNING: Frequent or continued use may be dangerous, causing serious blood disturbances."

"Do not take more than the dosage recommended."

19. Bromides:

"WARNING: Frequent or continued use may lead to mental derangement, skin eruptions or other serious effects."

"Do not take more than the dosage recommended."

"Not to be taken by those suffering from kidney disease."

20. Mouth washes and gargles containing chlorates:

"CAUTION: Avoid swallowing."

21. Preparations containing arsenic

except those employed as chemotherapeutic

agents for specific diseases such as syphilis, amebic dysentery, etc.:

"CAUTION: Continued or prolonged use may result in serious injury."

22. Quinine, cinchonine and cinchonidine:

"CAUTION: Discontinue use if deafness, skin rash, visual disturbances (eye trouble) or other serious symptoms appear."

23. Preparations containing silver salts:

"CAUTION: Prolonged or frequent use of this preparation may result in permanent discoloration of the skin and mucous membranes."

24. Preparations sold under representations relating to coughs due to colds:

"IMPORTANT: Persistent coughs may indicate the presence of a serious condition. Do not use this preparation when the cough has persisted for 10 days without securing competent advice."

25. Preparations containing mercury

intended for use by mouth or by douches: "WARNING: The prolonged or frequent use of this preparation or the use of amounts in excess of the prescribed directions may cause serious mercury poisoning."

26. Rubifacients, or irritants such as ammonia, arnica, catharides, capsicum, chloroform, ether, methyl salicylate, pepper, mustard or turpentine oil intended for surface application.

"CAUTION: This preparation may irritate the skin, particularly if applied with rubbing. Avoid getting it into the eyes or on mucous membranes."

27. Chrysarobin or Goa Powder:

"CAUTION: The use of this product over large skin areas may cause kidney irritation."

"WARNING: Keep away from the eyes."

28. Digitalis, squill, strophanthus, or other pharmacologically related drugs in therapeutically effective proportions:

NOTE: Potent doses of these drugs have an accumulative action and may lead to disastrous effects upon the heart and circulation. They should be used only under the direct supervision of a qualified physician.

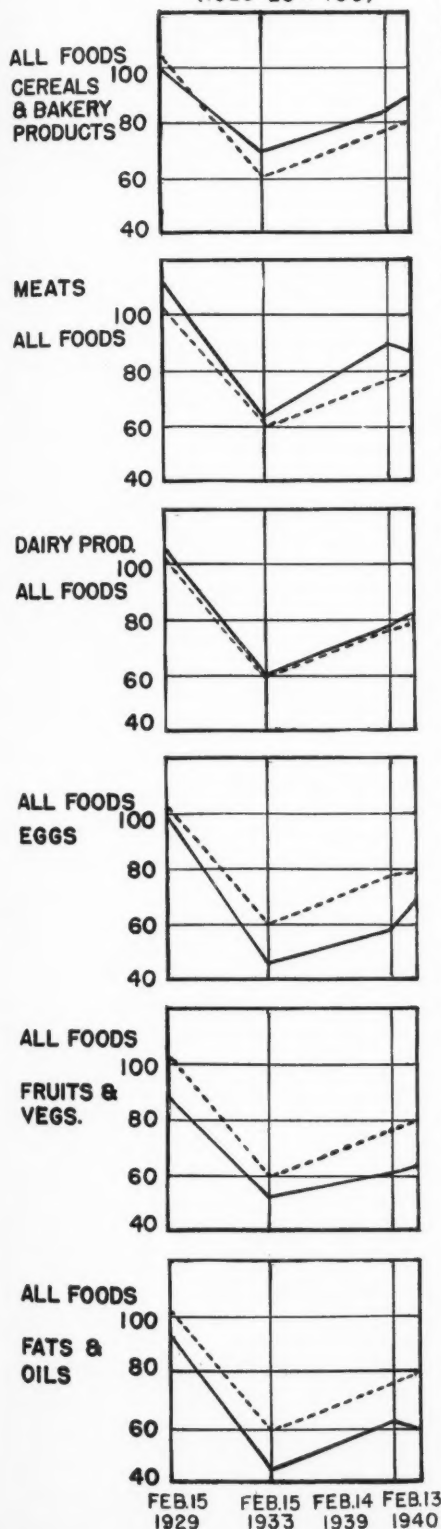
"CAUTION should be exercised in using this preparation, particularly if the patient has had digitalis, squill, strophanthus, ouabain or similar drug within the preceding three weeks."

"The appearance of anorexia (loss of appetite), nausea, vomiting, headaches or heart irregularities (palpitation) is often an early sign of full digitalization or overdosage. When such symptoms appear do not continue the use of this preparation without consulting the physician."

YOUR FOOD SUPPLIES AND COSTS ¹⁵

A PERSPECTIVE

(1923-25 = 100)



FOOD COSTS. Retail food costs stepped up 1.3 percent from January to February, primarily due to freezing weather which severely damaged orange, grapefruit, and vegetable crops in the Southern States and checked milk and egg production temporarily. Retail prices of these items went up instead of registering their usual seasonal decline. These increases, together with higher flour and bread prices, more than offset price reductions in meats, fats and oils, and sugar. While food costs in mid-February were nearly 2 percent higher than they were a year ago, they were lower than costs in any other February since 1934.

FOOD SUPPLIES. Food supply outlook has not changed appreciably in recent months except for the shift in citrus fruit and vegetable prospects due to the freeze. It now appears that supplies of winter oranges, which are marketed in quantity through mid-May, will be substantially smaller than last year. Summer oranges, which move to market mainly after early May, were not affected by the freeze and still are expected to be slightly less plentiful than in 1939. Grapefruit supplies during the remainder of the current season probably will be a third smaller than last year. Vegetable supplies this April not only are expected to be smaller than last year but many of the crops probably will move to market about two weeks later than usual.

MEATS. Pork and better grade beef are expected to be much more plentiful but lamb supplies may not differ much from last April.

TURKEYS. Relatively large supplies are in prospect this April, in view of record size cold storage holdings, the principal source of supply at this time of the year.

FRUITS. While smaller citrus supplies than in 1939 are in prospect, more pears and apples than last April probably will be available as the result of the loss of export markets.

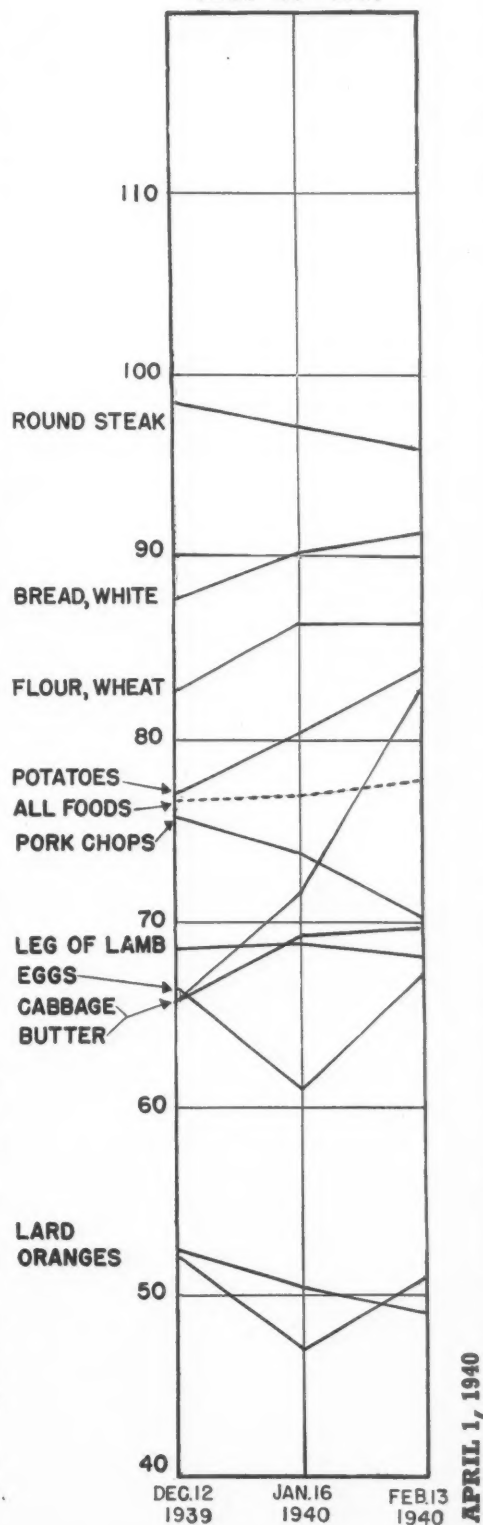
STRAWBERRIES. Supplies are expected to increase seasonally during April, but probably won't be as plentiful as last year due to unfavorable growing conditions.

POTATOES. Shipment of new potatoes probably will be relatively small until mid-April, and smaller supplies than last April are in prospect. Old potato supplies most likely won't differ much from last year.

EGGS. Supplies are expected to increase seasonally in April and to be a little larger than they were last year.

A CLOSE-UP

(1923-25 = 100)



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